

United Way – Thomas Jefferson Area: FY 11 Mid Year Grant Report

Unit Name: Boys & Girls Clubs of Central Virginia

Completed By: James R. Pierce Date: February 4, 2011

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1. For the current funding period, please highlight your program's goals, activities and results, noting any changes to your original plan/proposal. Include any relevant budget and/or financial information. Limit your response to no more than one page.

We have prepared for significant increases in our service to young people, and in our operating costs, by meticulously planning to increase not only our membership but also our overall giving to support our programs. We opened a new building this fall, and are daily serving 3 times as many kids in the City as we were just one year ago. All the while, we have maintained or increased services to young people **in all Clubs**.

Our three main goals are on-time graduation from high school, healthy lifestyles for our members, and service to our community. In all three areas, we have enhanced the lives of the young people we serve, and in turn, the communities in which we operate. Programmatically, we will launch sports leagues this year and develop the full potential of our new facility to serve as a community resource. We remain committed to our farmer's market programs in Southwood and Fifeville allowing access to low-cost and high-nutrition food to our neighbors while providing our young people experience in marketing, sales, and nutrition. Daily, we offer a safe and productive environment for kids who crave positive role models, a fun environment, and extended exposure to high-quality experiences during out-of-school time.

Administratively, we have been identified by the Boys & Girls Clubs of America as a top-performer by being awarded several opportunities to work with selected clubs across the country in a "national outcomes initiative" and a "mentoring program" designed to develop best practices for measuring the effectiveness of our programs in changing the lives of our Members.

For the community, our new building has served as a meeting place, a forum, community recreation space, a weekend sports league venue, a collaborative youth development center, and most of all, a home for our core programs. We look forward to even more expansion in the coming summer as we see the number of kids we serve expand even further.

We have developed new partnerships with the Girl Scouts, UVA Athletics, while continuing our partnerships with the Junior League and Abundant Life (among others). In addition, volunteers are providing activities ranging from a weekly cooking program to a yoga class to a financial literacy program. These partnerships represent a fraction of the many outstanding opportunities afforded to our members that they would not otherwise have.

2. Please share a success story from your unit. Think of stories that show a long-term impact on a member and/or family, and stories that show collaborations or referrals with other community programs in meeting a member's multiple needs.

As the new Club on Cherry Avenue was under construction, our Club Members had to be temporarily placed in four sites across the City and County during the summer months and were divided up by their age. Clearly, this was a challenge to our parents and caregivers, our Club Members, and, most of all, our staff as they adjusted to the unique circumstances of each site. We were grateful to all for their flexibility and creativity that made the summer of 2010 particularly memorable!

For our teenagers, the summer got off to a slow start as they came together at a location known to some and new to others. Our kids from Jouett, Southwood and Cherry were all located at Southwood and it provided an opportunity for our kids to be identified as Central Virginia kids, not just their home Club. As programs developed and time passed, these teenagers got to know one another and developed friendships. One particular program brought a group of 7 closer together than staff could have ever planned.

The Cycling Challenge Team was made up of teens from the Boys & Girls Club who participated in the 4th annual Cycling Challenge benefitting the Boys & Girls Clubs of Central Virginia. All teens were welcome to join the team, but only seven dedicated members stuck out the rigorous 14 weeks of training. Three days out of the week these members attended safety training rides, spinning classes at ACAC, and practices rides at various locations leading up to the Cycling Challenge in September.

The stories of the individual riders who comprise the Challenger Team are each distinctive and inspiring. As an example, Scottie C. rode for the third time and at only 14 was a leader on the team for his understanding of the dedication to

training required but also the importance of looking out for his team mates on the road. He has transferred that leadership on the bike to leadership in the Club and we are particularly proud of his growth.

On September 19, 2010, the seven Cycling Challenge Team members set out on the Old Trail Course in Crozet. One member completed a 28 mile ride, one member completed a 45 mile ride, and five members completed an amazing 62 mile ride. They were joined by hundreds of riders in our community and collectively they raised over \$100,000 to support the Clubs!

The Cycling Challenge teaches that perseverance, hard work, and dedication can lead to a productive and successful future. These kids were not only training for the ride of their lives, but they are training for the REST of their lives.

3. "FY11 Indicators Tracked" represents the target for all three Club Units. You should input data for your unit only in "FY10 Outcome Results" (highlighted in yellow) for the fiscal year beginning July 1, 2009 through June 30, 2010.

Projected Number of Intended FY11 Primary Beneficiaries:

925

Actual Number of Primary Beneficiaries: 882 (12/31/10)

Projected FY11 Outcomes	FY 11 Indicators Tracked	FY 11 Revised Outcomes (specific numbers and percentages)	FY 11 Outcome Results (as of 12/31/2010)
Education and Career Development: On-Time Graduation	Club Members who participate in mandatory "Power Hour" in the Club will work on homework, Power Hour study sheets, and/or read (at least three times per week) during the school year.	75% (150) of 200	70.5% (239) of 379.
	Club Members who participate in Power Hour three or more times a week will show academic performance that is at grade-level.	75% (150) of 200	Semester Grades not yet available.
	Club Members who take the Youth Development Survey will score "Doing Great" or "Doing Fine" on the Educational Commitment	85% (51) of 60	Survey given in May.
	Club Members who attend at least three times per week will advance on-time to the next grade level.	90% (180) of 200	Final Grades available in July 2011.
Character and Leadership Development: Service to Community	Club Members who take the Youth Development Survey will score "Doing Great" or "Doing Fine" on the Relationship Indicator.	75% (60) of 80	Survey given in May.

	<p>Club Members who take the Youth Development Survey will score "Doing Great" or "Doing Fine" on the Caring Behavior & Leadership Indicator.</p> <p>Club Members will learn and demonstrate character and leadership skills by initiating, organizing, and performing 50 or more hours of community/club service in one year.</p> <p>Increased participation of Club Members in an active leadership club (Keystone or Torch).</p>	<p>75% (60) of 80</p> <p>60%(30) of 50</p> <p>60% (30) of 50</p>	<p>Survey given in May.</p> <p>Currently, we have 106 Club Members in the leadership groups (Keystone/Torch Club) and are still compiling their community service hours.</p>
<p>Sports, Fitness & Recreation and Health & Life Skills: Healthy Lifestyles</p>	<p>Club Members will participate in five or more adventure activities (Project Adventure) from a selection of opportunities such as biking, hiking, rock climbing, etc. within a one year period.</p> <p>Club Members will participate in exercise at the Club two times a week for a minimum of 30 minutes a day.</p> <p>Club Members will participate in 1 non-fitness healthy lifestyles program per year. (Cooking Club, Smart Moves etc.)</p>	<p>75% (60) of 80</p> <p>75% (75) OF 100</p> <p>80% (32) OF 40 (those who complete the program)</p>	<p>206 Club Members have completed 3 or more activities.</p> <p>Tracking of fitness activities began 1/1/11.</p> <p>Currently 65 Club Members are enrolled in non-fitness healthy lifestyles programs. We will provide post testing upon completion.</p>

4. Impact Report. We are looking for issues and statistics specific to our local area; you are also welcome to include some general issues that set the framework for the local statistics. Under the Actual Results heading, we are looking for impact, especially long-term results, not just numbers served. For the Financial Impact section, have each example highlight a different thing (in other words, don't just multiply the first answer three more times).

a. Community Needs or Issues Your Program Addresses -- please include at least 3 local issues/statistics and cite your source.

In an environment when after-school programs and opportunities are declining, the Boys & Girls Clubs are filling a critical need in our community for children ages 6-18. In calendar year 2010, we served more teens than ever in our three Clubs thanks in part to our new Teen Center at our Cherry Avenue Club. At Jouett and Southwood in particular, we provide some of the only after school options for young people. According to Child Trends (2003 childtrends.org), the majority of juvenile violent crime and gang violence, sexual activity and drug use occurs between 2 and 8 p.m. and that participation in structured out of school activities can mitigate negative outcomes for youth. Locally, the Commission on Children and Families (CCF) reports that children from lower income families are less likely to participate in sports/recreation, arts,

music class, or volunteering than children from higher income families. Families with multiple risk factors tend to have higher incidences of stress, and lower engagement with their children in extracurricular and summer enrichment opportunities.

According to the 2010 Stepping Stones Report by the Charlottesville/Albemarle Commission on Families, local trends include:

The percentage of high school graduation has significantly decreased in the City of Charlottesville since 2001. 18% of 5th grade students in Charlottesville and Albemarle qualify as overweight or obese as defined by the Center for Disease Control and Prevention.

Incidents of possession of drugs/alcohol by youth under the age of 21 have significantly increased in the City of Charlottesville.

21% of children in the City of Charlottesville live in poverty.

b. Your Program's Solutions that United Way Community Impact Funds Support Successful Kids in Strong Families

Improved Student Performance: The Club supports youth in their academic study with Power Hour. Members are encouraged to complete homework, do extra study, and/or read. Members are motivated to participate with the award of Power Points that they can use to "buy" rewards. This year, we require participation in Power Hour Monday through Thursday. Though members are not required to attend the Club daily, they do attend Power Hour if they attend Monday through Thursday. We have established formal agreements with the school systems to provide report cards directly to us which will allow us to track on-grade activity, improved academic performance and grade advancement with a particular emphasis on our Club Members attending three or more times per week. True?

Enhanced Prevention and Interventions for Behavior/Delinquency: The Club is open 240 out of the 260 weekdays of the year, from 4-6 hrs. (school year) to 9½ hrs. (summer). Club hours are scheduled during the critical time (2:30pm-8:00pm) when youth crime is most prevalent. New data from the Guttmacher Institute (2006 study) shows that in the year 2005 to 2006, the teen pregnancy rate rose for the first time in over ten years. Our programs continue to be proactive and preventative in nature and our data on teens' increased knowledge of avoiding risky sexual behaviors shows that our impact significantly enhances area young people's ability to delay these situations.

Extended Opportunities for Access to Productive Activities: The Club offers a range of fun and productive activities from theater, tennis, ice skating, cycling and much more all designed to appeal to different ages and interests. Membership cost is nominal and often waived; locations are convenient, with our new site at Buford Middle School sure to only build this capacity.

c. Actual Results - based on your stated outcomes; please use percentages and numbers served to help show outcomes

See indicators tracked.

d. Financial Impact of Donations -- (i.e., \$3/week provides...; \$5/week provides...; \$10/week provides...; \$20/week provides....)

\$5/week for one year provides: Access to quality reading material all year long (including new books) to insure that one Club Member doesn't fall behind in reading.

\$15/week for one year provides: will allow the Club to buy two desktop computers to insure our kids are on the uphill side of the technological divide.

\$30/week for one year provides: will provide tennis nets for 3 Clubs, a racquet for each participant (up to 10) and part of the cost of a qualified tennis professional during the summer months.